

PARLIAMENT

Lights

Tell us what you think and we'll put you on our mailing list to receive future offers from Parliament.

☐ Mr.
☐ Ms.
☐ Mrs.

Address _____ Apt. # _____ City _____ State _____ Zip _____ Phone _____ ☐ Male ☐ Female

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am willing to receive free cigarettes and incentive items in the mail, subject to applicable state and federal law.

Signature
(required)X _____

Birth date
(required) _____

Month _____ Day _____ Year _____

1. In Parliament your regular brand of cigarettes—that is, the brand you smoke most often? ☐ Yes ☐ No

2. If no, what is your regular brand?

Brand _____

3. Is your regular brand...? (Check one.)

☐ Regular/King Size ☐ 100's ☐ 120's

4. Is your regular brand...? (Check one.)

☐ Menthol ☐ Non-Menthol

5. Is your regular brand...? (Check one.)

☐ Lowest/1 mg Tar ☐ Ultra/Extra Low Tar
☐ Light/Mild ☐ Medium ☐ Full Flavor

6. Do you usually buy it by the...? (Check one.)

☐ Pack ☐ Carton ☐ Both ways

7. How long have you smoked this brand?

☐ Less than 1 year ☐ 1 to 2 years ☐ 2 to 3 years
☐ 3 to 5 years ☐ Over 5 years

8. What, if any, was your previous brand?

Brand _____

9. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)

☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

10. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

☐ Alpine ☐ GPC ☐ Parliament
☐ Basic ☐ Kent ☐ Pyramid
☐ Benson & Hedges ☐ Kool ☐ Raleigh Extra
☐ Best Buy ☐ Magna ☐ Salem
☐ Best Value ☐ Marlboro ☐ Sterling
☐ Briard ☐ Merit ☐ Store Brand/Generic

☐ Backs

☐ Cambridge

☐ Camel

☐ Capti

☐ Carlson

☐ Doral

☐ Winston

☐ Other _____

☐ Mary

☐ Monarch

☐ Monclair

☐ More

☐ Newport

☐ None

☐ Now

☐ Superlens

☐ True

☐ Vantage

☐ Victory

☐ Virginia Slims

Brand _____

11. Which of the following statements best describes the way you use cigarette coupons? (Check one.)

☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

12. Where do you usually buy your cigarettes? (Check one.)

☐ Supermarket Chain ☐ Neighborhood Grocery
☐ Convenience/Gas ☐ Discount Store
☐ Drug Store/Pharmacy

13. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

Frequency: ☐ Always ☐ Occasionally ☐ Never
I look for special offers for my regular brand... ☐ ☐ ☐
I take advantage of special offers for brands other than my regular brand... ☐ ☐ ☐

14. Which of the following best describes you? (Check one.)

☐ White ☐ African-American ☐ Hispanic ☐ Asian
☐ American Indian ☐ Other _____

TAPE CLOSED TO MAIL

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Box: 9 mg "tar," 0.7 mg nicotine —
Soft: 9 mg "tar," 0.8 mg nicotine —
100's: 12 mg "tar," 1.0 mg nicotine
av. per cigarette by FTC method.

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